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# USDA Inside Information

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## IN THIS ISSUE

We've got lots of comments and thoughts for you in this issue... a few job openings...some good news and some bad...and even some gee whiz items. Keep readin'....

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## ANSWERS TO PROPOSALS

In case you didn't see the "note to correspondents" (GPA's way of letting the press know we have something special about which there will be no press release), you can get a summary of comments made during the public review of soil and water conservation proposals by checking with your state or county Soil Conservation Service offices.

The comments were submitted in response to draft documents prepared under the Soil and Water Resources Conservation Act of 1977.

The comments were graphically shown in an interesting chart for the summary...in terms of percentages of people who "agree and strongly agree," or were "neutral" and who "disagree and strongly disagree" with conservation objectives.

For instance, 96% of the comments received agreed with the objective to "reduce soil erosion." Only 48% agreed with the objective to "reduce loss of wetlands." On that wetlands objective, 33% were neutral. Largest disagreement came over the objective "increase instream flows." That brought 25% disagreement; but 62% agreement.

Another high agreement went to "maintain soil quality" and "use organic waste," 93% and 90% respectively. Same for "retain prime farmland" which got 91% agreement. An objective that received little agreement was "increasing irrigation efficiency."

All of which brings to mind the game we played a year ago or so on predicting public demand for publication titles. How would you have done on predicting the public's agreement on those objectives?

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## LET'S HEAR IT FOR...

"Federal Times," a local newspaper available to many government workers, recently reported a meeting in which it was said: "Something happens only because the government's professional public managers find ways to make it happen." That was followed



by a discussion of the importance of esprit de corps in developing organizations that enjoy the rewards of professionalism and who accept their responsibilities. Among six agencies cited as examples were the Forest Service and the "Agricultural Extension Service." They had "strong esprit built on common goals, good communication and mutual support of their executives for one another," so said the report.

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HONORS TO MARY

We read in the Sept. issue of the Texas Agricultural Experiment Station that Mary K. Mahoney, associate editor for print media at Texas A&M, has received a special media award for "outstanding contributions in the field of agriculture, and in particular for assistance in the animal health program, such as the screwworm eradication effort."

Mary got the award during a state meeting of the Texas Sheep and Goat Raisers Association in Kerrville.

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TOUCHING OUR USERS

Weeklies are getting more sophisticated...so says Russ Forte, GPA. That's just one of the ideas Russ recently picked up at the annual meeting of the National Newspaper Association convention held in St. Louis, Oct. 1-4.

One reason for making that comment, Russ says, is that more and more papers are moving away from the use of camera-ready copy, because type faces vary and too much type variety makes the paper look haphazard. Many reset camera-ready copy in their own type to use it...if they use it at all.

NNA is not a young organization...it's been around for 95 years. It's made up of publishers of small dailies and weekly newspapers. Russ says the meeting was tailored closely to membership needs but that several points made need to be emphasized to all of us from time to time.

For instance...we need to make our product "different." We need to promote it more and analyze our targets better. The average "most avid" newspaper reader is 30 years old...though there are other reading plateaus as well like the elderly. People don't read newspapers all the way through...they scan.

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THE OUTLOOK  
ON OUTLOOK

By now you should have received your very own copy of the preliminary program of "Outlook '81." That's about the meeting by that name to be held here Nov. 17-20.

Jack Roney, this year's conference director, points out this will be the first outlook conference of the new decade...the last before the new food and agricultural legislation. In addition to topics generally covered, there'll be a day's worth of discussion devoted to directions for U.S. ag policy in the '80's. Policy issues shaping the 1981 legislation will receive special attention.

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YOUR ANSWER, DAISY?

Several of us did a double-take recently on an Ad Council promo about ride sharing...when we saw a couple doubling up on a bike that obviously was meant for one, not two. Lew Brodsky, AMS, wondered what safety experts would say about that. He figures they would give the ad a definite "no, no."

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WHATEVER HAPPENED  
TO...

A note from Bob Kern, International Maize and Wheat Improvement Center in Mexico, gives the address of Jim Bemis, who recently left the Center to push forward with his consulting business, which he'd formed earlier while in Mexico: Highway 64E, Box 240, Conway, Arkansas 72032.

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LANCE HOOKS DIES

We were saddened to learn last week that Lance Hooks, retired marketing and inf specialist, died Sept. 26 in Ft. Myers, Florida, of injuries he suffered in a car accident in Naples, Fla., on Sept. 25. Lance worked for USDA for 47 years before he retired in 1972.

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MORE MEETINGS

Plans are shaping up for the Oct. 21-23 management meeting of the AMS-administered regional inf offices, when the regional directors will come to Washington. The same can be said for the national meeting of Forest Service inf folks at Madison, Wisconsin, Nov. 4-7. That will include a conference for inf directors and a workshop for visual inf people.

Sandwiched between the AAEA (American Agricultural Editors Assoc.) meeting Oct. 26-28 and the ARC (Agricultural Relations Council) meeting Oct. 30-31 at Kansas City will be a special discussion meeting by USDA officials and others on the new Federal Crop Insurance Corp. legislation. Sec. Bergland will top the list of speakers and discussants. Dave Warren, GPA, and Joe Larson, SCS, have been working feverishly putting a slide set together to explain the new law. Larry Marton, GPA, has written a brochure about the law, aided by George Vohs and program people in FCIC. If you're in the Kansas City area on Oct. 29, stop by for the event--at the Hyatt Regency Hotel.

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JOB HUNTING? TRY FS

If you want to apply for the job of Public Information Officer for the Los Padres National Forest, contact Pam DeCarlo, Personnel Mgmt., USDA-Forest Service, 630 Sansome St., San Francisco 94111. Or call her at (415) 556-5298 and mention vacancy #R5-246-80.

The job is a GS-12 and requires 6 years' experience, including work in establishing and maintaining effective relations with public media; obtaining and interpreting inf from reps of the media; organizing, planning and conducting a program to disseminate inf about the activities of an organization to the public; and evaluating material in terms of its public inf value.

Apply before October 29, 1980:

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THREE OPENINGS AT KY

Don Springer, U. of Kentucky, sends word of three vacancies there.

One is for an extension inf specialist for radio/TV. Required are a bachelor's and master's degree--one in comm. or journalism if possible. Ag background helpful. Individual hired must be able to use cameras (slide, motion picture and electronic), audio and videotape recorders and other electronic equipment. Commercial TV or non-broadcast video production experience is desirable.

To apply, send resume before Nov. 17 to Garvin Quinn, 131 Ag Experiment Station Bldg., U. of Ky., Lexington 40546 or call at (606) 257-3859.

A second Kentucky job search is going on for an extension inf specialist for ag publications. Required for this job is a master's in journalism or comm and a strong background in agriculture. Or...a master's in ag with either a bachelor's or strong academic background in journalism/comm.

Also required are a knowledge of the printing processes, job experience in editing publications and writing for the mass media. Photo abilities will be an asset...as will extension or similar job experience.

This job too has a deadline for applications of Nov. 17. Write or call Laura J. Martin, same address as for Garvin but at phone number (606) 257-4756.

Third job is for an extension inf specialist for 4-H publications. This job also requires a master's in journalism or comm. or a master's in sociology or behavioral sciences with an undergrad degree in journalism, communication or English. Otherwise the qualifications desired are much like those for the ag pub job.

To apply...again by Nov. 17...get in touch with Deborah B. Witham, same address but at phone number (606) 257-4756.

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AH, THAT GLORIOUS DOLLAR

In recent issues we've commented on government advertising...then we saw some items by Dan Reuwee, prexy of ARC, which gave us some food for thought. Maybe it even makes us a little envious.

He said...soybean growers last year invested \$5 million in market development and research; one manufacturer plans to spend \$150 million to introduce a new cigarette...despite the ban for using radio/TV for promotions. Dan, commenting on financing commodities or ideas by farmer groups, said "Here's a firm ready to spend \$150 million creating a demand for a product in a market already saturated with brands."

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AT CLOSING...SOME NEWS

Last minute word just arrived that Bill Tedrick, Texas A&M, has moved to his planned task of handling extension evaluation and research activities and that Dorothy Holland will be the acting head of the Department of Agricultural Communications.

